



Brand Guideline 2022

Version February 2022



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This manual describes the visual and verbal elements that represents GHL corporate identity. This includes our name, logo and other elements such as color, type and graphics. Sending a consistent and controlled message of who we are is essential in presenting a strong image of our company.

These guidelines reflects GHL's commitment to quality, consistency and style. GHL brand, including name, logo, colors and elements, are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the GHL image.

For futher information on our policy, refer to the GHL's Brand Protection Policy.



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Introduction

History

GHL Systems Berhad started as an IT company in 1994. Evolved over the years from a legacy processing and hardware business to a full stack software and merchant services solution.

In Malaysia, we are a Bursa-listed company and is the nation's largest prepaid top-up & bill collection network.



Introduction

The ASEAN Payment People

As ASEAN's leading payment solutions provider, GHL's reach spans across 6 countries; Malaysia, Philippines, Thailand, Indonesia, Singapore and Australia – stretching over a vast footprint of over 380,000 payment touchpoints across the region. GHL prides itself as a one stop provider for both offline and online payment solutions, empowering businesses across ASEAN, with over 27 years' worth of expertise to attest to our portfolio.



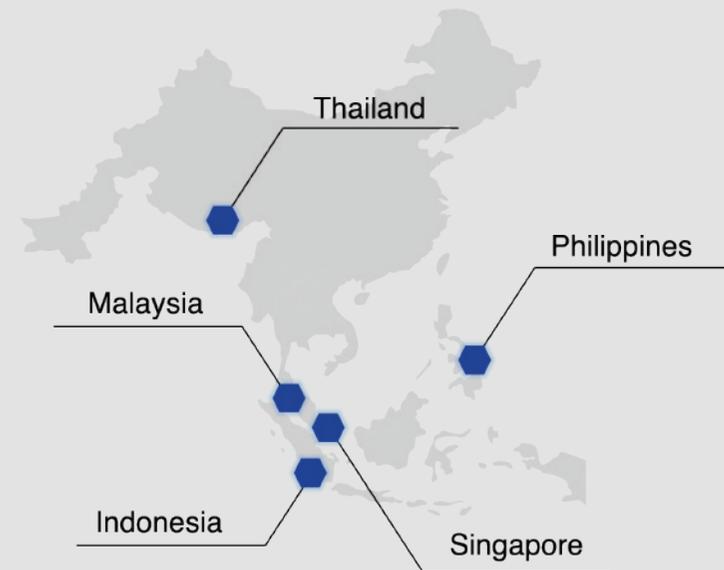
Mission

We help merchants, financial institutions, and telcos make money by simplifying their distribution, payment, and collections needs. We provide ASEAN merchants, both big and small, with complete solutions that fulfill their customers' needs.



Vision

To be clearly recognised as the leading ASEAN payment services provider. Delivering powerful solutions to deeply rooted local relationships.



Introduction

GHL Logo

- Logo is the first way to signify our presence.
- Works on dark and light background for both print and digital purposes.
- Full colour logo is the preferred logo to use.
- White colour logo should be used when applying the logo to a dark background.

Tagline

Corporate Tagline

The ASEAN Payment People

Marketing Tagline

Payments Simplified

Full Colour Logo

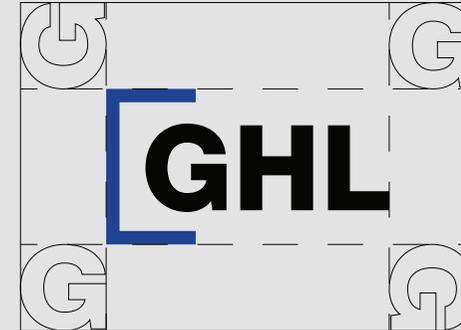


White Colour Logo



Clear Space

- The GHL logo identity should always be surrounded by a minimum area of space ; 'G' letter's height.
- The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.
- The logo should never bleed off page edges or be squeezed into tight spaces.
- The size of the minimum space area increases or decreases proportionately as per different collateral sizes.



Minimum Size

- Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.
- GHL logo should never be smaller than 90px (width) in digital or 30mm (width) in print.



Misuse

Size



Do not change the size relationship of each character of the logo.

Placement



Do not change the placement of the characters in the logo.

Scale



Do not distort or stretch the brand under any circumstances.

Colour



Never stray from the colour palette and change the colours.

Background



Do not place the logo on the background where the logo will not be visible.

Pattern



Do not place the branding on multi-coloured background.

Effects



Do not add any kind of effects like outline, glow, drop or shadow on the branding.

Cropping



Do not crop or trim the branding in obscure ways.

Legibility



Do not place the logo on complex background patterns/textures.

Usage



Do not use branding on graphics.

Masking



Do not place the logo on a colour field outside of the brand palette.

Old Logo



Do not use any previous logos of the GHL brand for communication.

GHL Logo

Authorized Partner Tagline

We have created, for the exclusive use of GHL resellers or agents, an official “GHL Authorized Partner” tagline to be used underneath your existing company logo. Resellers or agents are required to use it throughout all materials and applications. In order for the tagline to maintain its integrity, it is important that its use and reproduction be consistent with these approved guidelines.

The tagline, should be centered under your logo. The space between Partner’s logo and the tagline should always be defined by the guideline provided. Proportionately, the tagline should be sized to be approximately 3/4 the width of your logo.

Font: **Helvetica (Bold)**



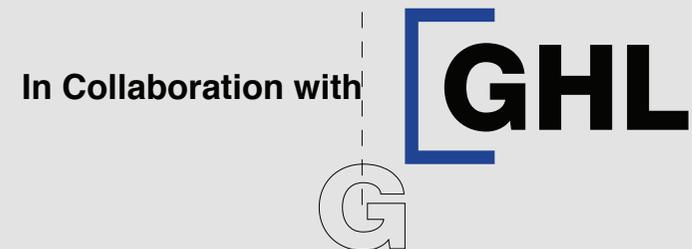
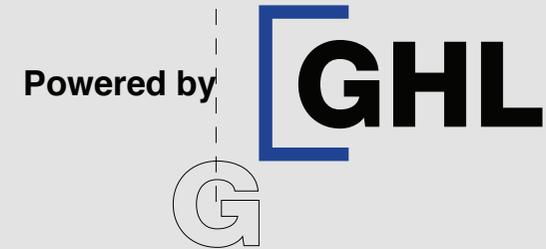
GHL Logo

Approved Message

- Powered by
- In Collaboration with
- In Partnership with
- Sponsored by
- Supported by

Font: **Helvetica (Bold)**

Spacing: Half of 'G' letter width from "Logo Bracket"



GHL Logo with Tagline

Introduction

- GHL Logo with “the ASEAN payment people” tagline.
- Works on dark and light background for both print and digital purposes.
- The entire logo can be used when presenting GHL Group.
- Full colour logo is the preferred logo to use.
- White colour logo should be used when applying the logo to a dark background
- The GHL + Tagline logo works with 2 types of orientation, Horizontal & Vertical.

Horizontal

Full Colour Logo



White Colour Logo



Vertical

Full Colour Logo



White Colour Logo



Clear Space

- The logo identity should always be surrounded by a minimum area of space ; 'G' letter's height & width.
- The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.
- The logo should never bleed off page edges or be squeezed into tight spaces.

Horizontal



Vertical



GHL Logo with Tagline

Minimum Size

- Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.
- GHL + Tagline logo should never be smaller than 345px (width) in digital or 120mm (width) in print.

Horizontal

345px (120mm)



Vertical

175px (60mm)



GHL + Key Brands Logo

Introduction

- GHL Logo with “the ASEAN payment people” tagline is used together with e-pay, eghl and Grow logo.
- Works on dark and light background for both print and digital purposes.
- This entire logo should be used when presenting.
- Full colour logo is the preferred logo to use.
- White colour logo should be use when applying the logo to the dark background.
- Arrangement for all logos must follow the correct sequence as displayed and is not interchangeable.

Horizontal

Full Colour Logo



White Colour Logo



Vertical

Full Colour Logo



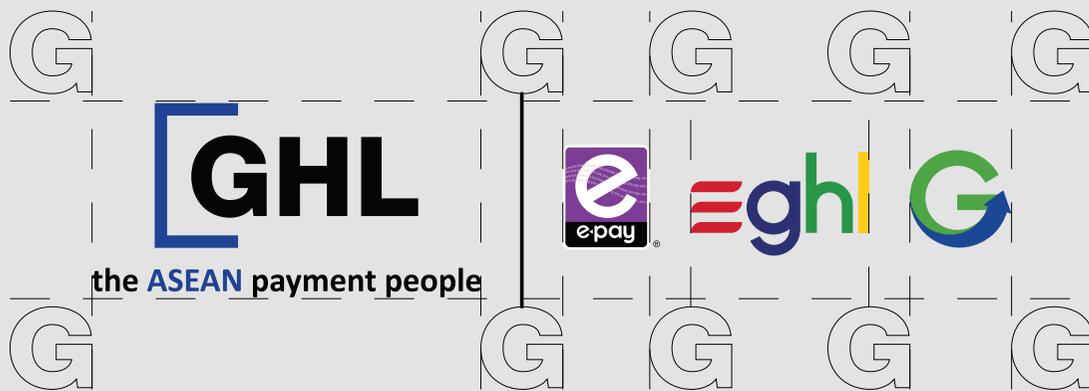
White Colour Logo



Clear Space

- The logo identity should always be surrounded by a minimum area of space ; 'G' letter's height.
- The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.
- The logo should never bleed off page edges or be squeezed into tight spaces.

Horizontal



Vertical

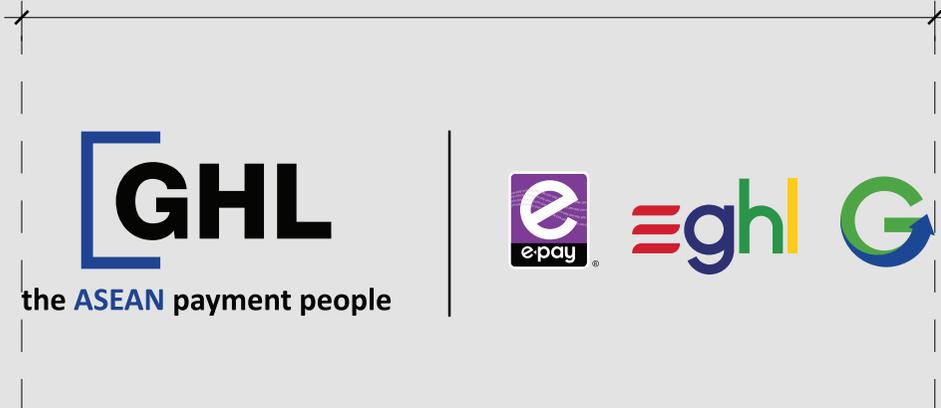


Minimum Size

- Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.
- The horizontal logo should never be smaller than 345px (width) in digital or 120mm (width) in print.
- The vertical logo should never be smaller than 155px (width) in digital or 55mm (width) in print.

Horizontal

345px (120mm)



Vertical

155px (55mm)



Misuse

Size



Do not change the size relationship of any of the logo.

Placement



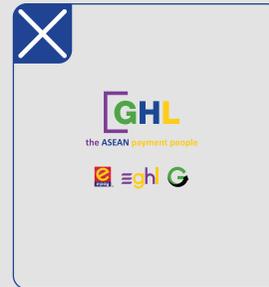
Do not change the placement of the characters in the logo.

Scale



Do not distort or stretch the brand under any circumstances.

Colour



Never stray from the colour palette and change the colours.

Background



Do not place the logo on the background where the logo will not be visible.

Pattern



Do not place the branding on multi-coloured background.

Effects



Do not add any kind of effects like outline, glow, drop or shadow on the branding.

Cropping



Do not crop or trim the branding in obscure ways.

Legibility



Do not place the logo on complex background patterns/textures.

Usage



Do not use branding on graphics.

Masking



Do not place the logo on a colour field outside of the brand palette.

Old Logo



Do not use any previous logos of the GHL brand for communication.

Colour

Brand Colours

Our brand revolves around a core set of brand colours. It is important the colours are used consistently and correctly for both print and web.

Primary Colour

GHL Blue
#204392

CMYK
100 | 88 | 7 | 0

RGB
32 | 67 | 146

Secondary Colours

Light Grey
#e2e2e2

CMYK
10 | 7 | 8 | 0

RGB
226 | 226 | 226

Dark Grey
#565656

CMYK
64 | 56 | 55 | 30

RGB
86 | 86 | 86

Typography

Primary

Lato is a sans-serif typeface that portrays a simplistic and modern look which is the primary typeface used for marketing and branding purpose.

To download the font, please refer to [GHL Fonts](#)

Lato

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Secondary

Helvetica is a sans-serif typeface designed for easy readability, especially in small print on the computer screen which is the secondary typeface used for marketing and branding purpose. To download the font, please refer to [GHL Fonts](#)

Helvetica

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Hierarchy

Lato [Black]

Title

The main title of any page or subject.

Lato [Bold]

Headline

Headlines of content that need to be highlighted

Lato [Semibold]

Headlines of body text

Sub-lines usually positioned under headlines

Lato [Medium]

Body Text

Headlines of a body text

Lato [Regular]

Section

Section text

Thank You



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